# GOVERNMENT OF INDIA
# INFORMATION AND BROADCASTING
# LOK SABHA

UNSTARRED QUESTION NO:3361
ANSWERED ON:05.08.2016
Advertisement on Website
Singh Shri Uday Pratap

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

(a) whether the Government has formulated guidelines and norms for enlisting the agencies with regard to the advertisements on websites and fixing the rates in order to make online reach of the advertisement more effective; and

(b) if so, the details thereof?

## Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) and (b) Government of India has formulated a "Policy Guidelines and Criteria for Empanelment and Rate Fixation for Central Govt. Advertisements on Websites" in May, 2016 to make online reach of the advertisement more effective. The details of the policy guidelines is available on the official website of Directorate of Advertising and Visual Publicity (DAVP), i.e. on www.davp.nic.in under the Head 'Electronic/New Media' and the sub-head 'New Media'.